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JAN 24 1949

**Blueberry**

★ **Information** ★

U. S. Department of Agriculture

**and Price List**

**1948 . . . 1949**



**WILLARD, N. C.**

**JACKSON M. BATCHELOR, Owner**

MEMBER of North Carolina Association of  
Nurserymen and Southern Nursery-  
men's Association.

TERMS: *Cash with orders or C. O. D. orders  
must be accompanied by one-fourth  
cash deposit.*

PRICES *quoted are F. O. B. Willard, N. C. and  
cancel all previous quotations.*

*Planting Stock is GUARANTEED true to variety  
and species ordered.*

OFFICIAL NURSERY INSPECTION: *Our nurs-  
ery stock is inspected annually and  
has been certified to as disease free  
by the State Entomologist of North  
Carolina.*

**YOU, TOO, SHOULD GROW  
BLUEBERRIES**

*Delicious Home Fruits.  
Excellent Profits.  
Easily Grown*



## BLUEBERRIES

Cultivated BLUEBERRIES are hardy ornamental shrubs with bright autumn foliage, attractively colored winter branches and a profusion of creamy-white Spring flowers followed by loads of delicious berries. Excellent shrubs for the lawn borders or background or in your orchard planting. Home fruit planting is strongly recommended by the U. S. Department of Agriculture and the North Carolina Extension Service.

There is a big demand for Blueberries and it is a highly profitable crop to grow. Many growers of the Highbush Blueberry in Eastern North Carolina are selling from \$1500 to \$2000 worth of fruit annually per acre. Here is a high income-crop for moist acid soils. Try a trial planting of our stock and begin harvesting your crop the second season after planting.

### HIGHBUSH BLUEBERRY VARIETIES

**DIXI**—Vigorous and large growing shrub bearing berries over one inch across. Excellent dessert quality; season late. Winter twigs light tan overlain with pale red.

**JERSEY**—Bush upright and vigorous bearing attractive, delicious light blue fruits. Ideal late variety. Excellent for home garden or market. Winter color of young growth is a light red over golden brown.

**RANCOCAS**—Early midseason and dependable variety ripens after Weymouth. Most planted of all varieties in North Carolina. Beautiful, slender and fast growing shrub. Fruits of fine quality and good shipper. Winter twigs a profusion of rich deep red color.

**RUBEL**—Excellent late variety together with Jersey. Vigorous, upright habit, hardy with a heavy crop of firm and excellent quality berries. Liked by growers for its productivity and disease resistance. Young winter growth deep red.

**SCAMMELL**—Productive, hardy and reliable late midseason variety following Stanley. Slender, vigorous, and productive grower bearing blue and firm berries. Excellent shipper. Winter twigs pale red.

**STANLEY**—Very erect and fast growing variety. Finest flavored, large-sized berries ripen in midseason following Rancocas. Excellent for home or markets. Winter growth pale tan and light red.

**WEYMOUTH**—Small, bushy variety. Earliest fruiting ripens in mid-May. Berries very large and attractive. This variety produces highest valued crop because of earliness. Winter twigs an exquisite mass of bright red.

**PRICES:**

	Size	Each	10	100
Jersey, Rancocas, Rubel, Scammell	6-12"	\$1.00	\$ 7.50	\$ 65.00
	12-18"	1.25	9.50	80.00
	18-24"	1.80	13.00	100.00
	24-30"	2.50	20.00	150.00
Dixi, Stanley, Weymouth	6-12"	1.10	8.50	75.00
	12-18"	1.40	11.00	90.00
	18-24"	1.90	14.50	110.00
	24-30"	2.70	22.00	170.00

**CULTURE**

The Highbush Blueberry grows from Maine to Florida and is grown commercially in Eastern North Carolina.

**Planting:** Select a moist and preferably sandy loam soil, highly acid and high in organic matter. Waterlogged or droughty sandy soil are not desirable. Cultivated blueberries will grow on soils where wild blueberries and huckleberries are to be found. Do not plant in areas which have been heavily manured or limed. For home planting work  $\frac{1}{2}$  to 1 bushels of peat moss or oak leafmold into the soil for each plant to be set. Late fall or winter planting is most desirable. Set plants at the same depth as grown in nursery.

**Number to Plant:** For home use 6 to 12 plants each of the Rabbiteye and Highbush Blueberry are recommended for an average family. The Highbush will set fruits in May, June and July and the Rabbiteye in late June, July and August. At least two varieties of each type should be planted to provide adequate cross-pollination.

**Spacing:** Commercial Planting—4 ft. apart in the rows, with rows 8 ft. apart, 1300 plants per acre. Home Planting—set variety Weymouth 4 ft. apart and other varieties 6 ft.

**Landscape Planting:** Weymouth is an attractive small shrub for setting about the home or in the foreground; Scammell, Rancocas and Rubel are taller growing for shrub borders planting. Jersey, Stanley and Dixi are excellent for hedging or screen planting. Set in full sunlight for best results.

**Culture:** Pruning will not be necessary at time of planting as we prune all stock to reduce packing and shipping costs and to insure best growth for you. Remove  $\frac{1}{2}$  of fruit buds the following winter. As plants mature prune back old wood to allow new shoots to develop. Fertilize with azalea-camelia or 6-8-6 commercial fertilizer at the rate of one level tablespoon per plant applied after growth begins and two later applications at six week intervals. Plants should be watered or fertilizing delayed unless heavy rains dissolve previous application. Increase fertilizer slight-

ly each year until a total of  $\frac{1}{2}$  to 1 pint is used per plant at age 5 to 6 years.

Cultivation will not be necessary in the home planting if a 3-4 inch mulch of rotten sawdust, peat moss or pine needles are used. In commercial plantings—cultivate shallow, as blueberry roots are near the surface, and keep free from weeds and grass.

**Picking:** Under good growing conditions  $\frac{1}{2}$  to 1 pint of berries will be produced the second season, depending on the size stock you order. Yields will increase rapidly until 8 to 10 pints are produced annually after four or five seasons. Pick when fully mature. Immature berries pull when picked, the stem scar is pinkish-red and the fruits do not have the full-bodied, rich blueberry flavor.

**Processing:** These delicious fruits may be used fresh on cereals, as a fruit dessert, in sherberts, jams, waffles and muffins or easily processed by canning or freezing for all-year-round enjoyment.

## **RABBITEYE BLUEBERRY**

The Rabbiteye Blueberry is highly recommended by the U. S. Department of Agriculture as the finest new home fruit for the Southern States from North Carolina southward and by the N. C. Extension Service for the coastal region and the lower Piedmont of North Carolina. This species will tolerate more adverse sites than the Highbush, produces berries at a later season than the early Highbush and sets fruits in greater profusion. One variety produced 49.7 quarts in a single season in Georgia when 14 years old and it is not unusual for a three-year-old plant to yield 8 to 10 pints. The Rabbiteye Blueberry is an attractive, fast-growing ornamental shrub which is adapted to wide usage in the garden and home and market planting throughout the South.

This is the first time that a complete collection of the newest varieties have been offered by a commercial nursery despite the fact that more than 3500 acres of unselected Rabbiteye Blueberries have been planted commercially in the deep South within the past 30 years.

## **RABBITEYE BLUEBERRY VARIETIES**

**CLARA**—Upright graceful growing shrub to 10 ft.; fruits attractive deep blue, ripening from late June to late July. Finest fruit flavor and excellent shipper.

**MYERS**—A rapid low growing and attractive blue-fruited selection bearing a profusion of berries from late June to early August. Very ornamental with excellent fruit qualities. Good shipper.



**MINEOLA**—Erect-growing plant with horizontal side branches. Sets quantities fruits over 1/2 inch across, ripens uniformly and in shorter period than Myers. Excellent in desserts and pastries. Attractive Fall foliage.

**SUWANNEE**—Beautiful, low-growing and ornamental with small leaves and billowy foliage. Clusters of delectable blue fruits produced from mid-July to Mid-August. Excellent keeping qualities and a must for your lawn and garden area. Fine for hedging.

**HAGOOD**—Attractive low-growing compact and spreading variety bearing deep blue fruits of large size over a long period of from early July to late August or September. Productive and reliable bearer, year after year. Charming addition to your home landscape planting.

**BLACK GIANT**—Large, broad shrub to 15 ft. high. Fruits shiny black to 5/8 inch across. Ripens from mid July to late August. Regular and prolific bearer and good pollinator. Fine shrub for screen or background planting. Fruits excellent fresh or for canning.

**Yields the Third Season of Rabbiteye Blueberry Varieties Grown in North Carolina.**  
 (Courtesy of N. C. Agricultural Experiment Station)

Variety	Pints per plant
Black Giant .....	11.7
Hagood .....	8.7
Suwannee .....	8.4
Myers .....	6.8
Clara .....	6.3
Mineola .....	4.2

PRICES:	Size	Single Each	2-6 Each	7-12 Each
	6-12"	\$1.20	\$1.10	\$1.00
	12-18"	1.50	1.30	1.20

**GARDEN SPECIALS**

**COLLECTION NO. 1—\$7.80 value—\$6.95**  
**2 plants (12-18") each of 3 finest varieties**

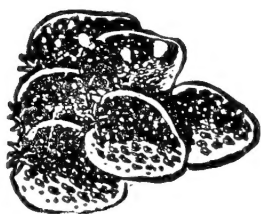
**COLLECTION NO. 2—\$14.40 value—\$12.95**  
**4 plants (12-18") each of 3 finest varieties**



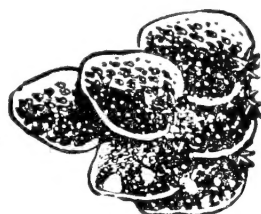
Order NOW while plants are available for Fall Delivery. Only one dozen plants per customer as our supply is limited.

Spacing: Set varieties Myers, Mineola and Suwannee 4 to 6 foot apart in your border plantings and Black Giant, Clara and Hagood 6 to 10 feet apart in background or screen planting For hedging set 3 to 4 feet apart. For orchard planting, space rows 10 feet apart.

Cultivate and plant in same manner as indicated for Highbush Blueberry.



## STRAWBERRIES



Grow your own lucious fruits at home for commercial marketing, canning or freezing. Fruits ripen before Highbush Blueberry and our heavy, nursery grown plants will produce loads of giant delicious berries the first season. Excellent to plant between blueberry rows. Set plants 18" apart in 3 ft. rows. The Massey variety produces very large, delectable fruits in great quantity in April or early May and bring the highest market prices in local and Northern markets. Our Massey plantings produced 200 crates per acre this season at an average price of \$9.60 per crate. You too can grow this fine, early fruit crop.

PRICE: 50 plants \$1.50; 100—\$2.50; 1000—\$15.00

## GARDEN SPECIALS

### **COLLECTION NO. 3—For the Small Family Group**

6 Highbush Blueberries (3 varieties) bearing age  
6 Rabbiteye Blueberries (3 varieties) bearing age  
50 Massey Strawberries

**A \$14.10 value—\$12.95**

### **COLLECTION—NO. 4—For the Average Family Group**

12 Highbush Blueberries (3 varieties) bearing age  
12 Rabbiteye Blueberries (3 varieties) bearing age  
100 Massey Strawberries

**A \$28.30 value—\$25.95**

